

---

# Editorial

---

There is no doubt that the past 4½ years since the *World's Poultry Science Journal* started to be published by Butterworth Scientific (now Butterworth-Heinemann) has been a period of very real progress in terms of journal quality and timeliness of printing and distribution. Over this time, aided by the establishment of an Editorial Board and the support of the Associate Editors, a number of improvements have been introduced.

Unfortunately, since 1990 the costs of journal production and distribution have risen and the Association has found that its income was failing to cover expenditure on the journal. In spite of efforts to improve the financial position by increasing WPSA membership dues at the beginning of 1992 and by encouraging branches to send the appropriate amounts to the Secretary as promptly as possible, the outlook has continued to deteriorate. Poor economic conditions in many countries have contributed to the difficulties of some branches, while in the USA the substantially reduced rate of interest paid on the Association's financial reserves – now considerably depleted – has added to the problem.

In these circumstances the only course available to the Association was to seek a termination of the contract with Butterworth-Heinemann – now agreed with effect from the end of the current year – and to look for alternative and less expensive ways of producing the journal. This process is under way with the obvious further objective of trying to safeguard current standards of production and distribution. I expect to be able to report on progress in my next editorial.

Although such enforced changes present challenges to be successfully overcome, often they also create elements of sadness and regret – a feature in this case. From the very beginning of planning in 1988 the staff at Butterworths have been enthusiastic and very supportive, and there has been a great deal of effort directed at improving and maintaining journal quality and production procedures. As well as enhancing the appearance of the journal and establishing an effective distribution schedule, it was with their help and encouragement that the Editorial Board was established and supported. Many have been involved 'behind the scenes', but particular mention should be made of Diane Cogan (Publisher), Mary Fox (former Group Editor) and Jill Cropper (present Group Editor). Over the years they have become friends, always willing to advise and to assist with journal problems. Although history will record the period 1989 to 1994 as one of financial difficulty for the Association, in terms of the *World's Poultry Science Journal* I believe it will not be looked upon unfavourably.

**Chris Hann**